

Baltimore County Department of Planning



Affirmative Fair Housing Marketing Plan



EQUAL HOUSING
OPPORTUNITY

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Baltimore County Department of Planning

Affirmative Fair Housing Marketing Program

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HUD-935.2A (Multifamily Housing)

HUD-935.2B (Single Family Housing)

HUD-935.2C (Condominiums & Cooperatives)

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Affirmative Fair Housing Marketing Program

In accordance with the regulations of the Department of Housing and Urban Development (HUD), and in furtherance of Baltimore County Department of Planning's (BCDP) commitment to non-discrimination and equal opportunity in housing, BCDP has established a plan for furthering fair housing through affirmative fair housing marketing.

Baltimore County Department of Planning believes that all families and individuals should have available to them a range of affordable housing choices regardless of their race, color, religion, sex, disability or national origin and is committed to meeting the goals of affirmative marketing. Therefore, BCDP will require all recipients/sub-recipients receiving HUD funds for housing projects to adopt policies and procedures that inform the public, potential tenants, homebuyers, homeowners and rental property owners of their "Affirmative Fair Housing Marketing (AFHM) Plan"

An "AFHM Plan" and affirmative marketing procedures are required for recipients and sub-recipients of HUD funds for both multifamily projects involving five or more units and for single family units

Overview of Affirmative Marketing

The primary purpose of affirmative marketing is to promote a condition in which individuals in the same housing market areas have available to them a like range of choices in housing, regardless of the individual's race, color, religion, sex, national origin or disability.

Affirmative marketing should be an integral part of the overall project marketing effort. Affirmative marketing typically consists of a good faith effort to attract to a project those who are identified as "least likely to apply" or those who are under-represented in a neighborhood or community. Through an affirmative marketing plan, a developer indicates what special efforts they will make to attract racial or ethnic groups who might not normally seek housing in that specific project.

Affirmative marketing does not limit choices. Choices are expanded to include those who might not otherwise be considered because of past discrimination.

Affirmative marketing adds little to the cost of a housing project. Most of the cost associated with affirmative marketing is already reflected in the project's broader marketing budget.

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AFHM Plan Requirements

(Single or Multifamily Units)

1. Commit to including the HUD-approved “Equal Housing Opportunity” logo, slogan or statement in press releases and solicitations for participation in the program.
2. Include the HUD-approved “Equal Housing Opportunity” logo, slogan or statement in all printed materials that advertise the availability of units for sale or for rent.
3. Prominently display in all sales and rental offices the HUD-approved “Fair Housing Poster” and include in all printed material used in connection with sales or rentals, the HUD-approved “Equal Housing Opportunity” logo, slogan or statement.
4. Post on all FHA project sites, in a conspicuous position, a sign displaying prominently the HUD-approved “Equal Housing Opportunity” logo, slogan or statement.
5. Analyze the demographic data of the project area and identify those potential tenants and homebuyers who are least likely to apply to rent or purchase housing in the project area.
6. Identify the community contacts (individuals, organizations or agencies) actively involved in serving those individuals who are least likely to apply and who would benefit from special outreach efforts, prior to sales or rental activity.
7. Conduct public outreach that specifically targets those groups who are identified as least likely to apply to rent or purchase housing in the project area.

8. Conduct public outreach efforts with the community contacts that include advertisements in local newspapers, public service announcements, distribution of fair housing brochures at relevant events, community-based presentations, and other outreach activities designed to inform the public about fair housing rights and responsibilities.
9. Specifically solicit eligible buyers or tenants reported to the recipient or sub-recipient (or agent, if applicable) by the HUD Area or Insuring Office.
10. Publicize the availability of housing opportunities to minorities by utilizing the types of media normally accessed by minorities.
11. Establish a policy for referrals of housing questions and complaints to a fair housing provider, agency or organization that can provide advice on federal, state and local fair housing laws.
12. Provide on-going training on local, state and federal fair housing laws to all employees involved in sales and rentals of the project.
13. Instruct all employees orally, and in writing, on fair housing policies, practices, and procedures.
14. Maintain a nondiscriminatory hiring policy in recruiting for all staff engaged in housing development activities, property sales or rental.
15. Collect and analyze information on the race and ethnicity of the individuals who have applied to purchase or rent units supported by HUD funds at the project, in order to determine the results of the affirmative marketing efforts.

The recipient or sub-recipient (or agent, if applicable) will maintain information demonstrating compliance with the above-listed requirements and will make such information available to BCDP during on-site inspections, or upon request.

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HUD Form Specifications

HUD requires that the recipient or sub-recipient "provide on a form supplied by HUD" information and data indicating its affirmative fair housing marketing plan. The current version of the HUD document required for multifamily housing consists of a five-page form with three pages of instructional material.

The multifamily HUD form **(HUD-935.2A)** can be prepared on-line in an electronic format. Web-link for "Affirmative Fair Housing Marketing Plan" form for multifamily housing is attached hereto as "Attachment A."

The single family HUD form **(HUD-935.2B)** can be prepared on-line in an electronic format. Although the single family HUD document shows an expiration date of 1/31/10, HUD has indicated that the expired form should be used until a new single family marketing plan form is issued by HUD. Web-link for "Affirmative Fair Housing Marketing" Plan for single family housing is attached hereto as "Attachment B."

Web-link for HUD form **(HUD -935.2C)** "Affirmative Fair Housing Marketing" Plan form for Condominiums and Cooperatives is attached hereto as "Attachment C."

Equal Housing Opportunity Insignia

The HUD-approved “Equal Housing Opportunity” logo, slogan, or statement must be included in various printed material utilized in the AFHM Plan. Listed below are the logo, the slogan and the statement, collectively referred to as the HUD “Equal Housing Opportunity Insignia.”

1) EQUAL HOUSING OPPORTUNITY LOGO:



2) EQUAL HOUSING OPPORTUNITY SLOGAN:

“Equal Housing Opportunity”

3) EQUAL HOUSING OPPORTUNITY STATEMENT:

“We are pledged to the letter and spirit of U.S. policy for the achievement of equal housing opportunity throughout the Nation. We encourage and support an affirmative advertising and marketing program in which there are no barriers to obtaining housing because of race, color, religion, sex or national origin.”

Affirmative Marketing Program Participant Responsibilities

Targeting:	Identify the segments of the eligible population which are least likely to apply for housing without special outreach efforts.
Outreach:	Outline an outreach program which includes special measures designed to attract persons from the total population.
Indicators:	<p>State the indicators to be used to measure the success of the marketing program. The effectiveness of the marketing program can be determined by noting if the program effectively attracted buyers or renters who are:</p> <ul style="list-style-type: none">• From the majority and minority groups, regardless of gender, as represented in the population of the housing market area;• Persons with disabilities and their families; and• Families with children, if applicable.
Staff Training:	Demonstrate the capacity to provide training and information on fair housing laws and objectives to project sales or rental staff.
Good Faith Effort:	Recipients and sub-recipients are required to make a good faith effort to carry out the provisions of their approved plan. Good faith efforts are recorded activities and documented outreach to those individuals identified as least likely to apply.

ATTACHMENTS

Baltimore County Department of Planning

AFFIRMATIVE FAIR HOUSING MARKETING PROGRAM

Attachment A

HUD MULTIFAMILY AFHM PLAN FORM (HUD-935.2A)

Multifamily—5 or More Units must be completed online

http://portal.hud.gov/hudportal/HUD?src=/program_offices/administration/hudclips/forms/hud9a

Attachment B

HUD SINGLE FAMILY AFHMPLAN FORM HUD-935.2B

Form must be completed online

http://portal.hud.gov/hudportal/HUD?src=/program_offices/administration/hudclips/forms/hud9a

Attachment C

HUD CONDOMINIUMS or COOPERATIVES FORM HUD 935. 2C

Form must be completed online

http://portal.hud.gov/hudportal/HUD?src=/program_offices/administration/hudclips/forms/hud9a